GOVERNMENT OF INDIA
TOURISM
LOK SABHA

STARRED QUESTION NO:212
ANSWERED ON:14.12.2015
Promotion of Rural Tourism
George Shri (Adv.) Joice;Patel Shri Prahlad Singh

Will the Minister of TOURISM be pleased to state:

(a) the details of the schemes being implemented for the promotion of rural tourism in the country along with the funds sanctioned, released and utilised in this regard during each of the last three years and the current year, State/UT-wise and year-wise;
(b) whether the Government has formulated any new scheme under the "Village Tourism" Project for the development of tourism in the rural areas of the country and if so, the details thereof;
(c) whether the Government has identified a number of villages for developing rural tourism in the country and if so, the details thereof, State/UT-wise including Madhya Pradesh;
(d) whether the Government is considering to give priority to home-stays in the rural areas of the country; and
(e) if so, the details of the policy/guidelines formulated regarding rural tourism as well as home-stay accommodation for generation of rural employment in the country?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (e): A Statement is laid on the Table of the Sabha.

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STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.*212 ANSWERED ON 14.12.2015 REGARDING PROMOTION OF RURAL TOURISM

(a) to (c): The Ministry of Tourism has launched a new Scheme Swadesh Darshan for Integrated Development of Tourist Circuits around Specific Themes in 2014-15. The Rural Tourism Circuit has been identified as one of the twelve thematic circuits for development under the scheme. Under Swadesh Darshan, integrated development of theme based circuits has been taken up for holistic and inclusive development which can provide engaging and complete tourism experience to both domestic including low budget tourists and foreign tourists. The Scheme envisage enhancement of tourist attractiveness in a sustainable manner by developing world class infrastructure in the circuit destination including rural tourism sites. This year no project has been sanctioned under the Rural Tourism Circuit theme.

The Ministry of Tourism has a Rural Tourism Scheme which is a part of Product/Infrastructure Development for Destinations and Circuits (PIDDC) Scheme. The main objective of the scheme is to showcase rural life, art, culture and heritage in villages, which have core competence in art & craft, handloom, textiles, natural environment etc. Under the scheme, Central Financial Assistance (CFA) is provided for infrastructure development and capacity building to State Governments/Union Territory Administrations for each identified site by them. However, no funds were allocated for the States under the PIDDC scheme during 2015-16 and an amount of Rs.20.00 crore has been allocated under U.T. Plan for the PIDDC during 2015-16.

The details of funds sanctioned, released and utilized for development of Rural Tourism sites in the country during the last three years is at Annexure I.

(d): The Ministry of Tourism has a voluntary all India Scheme named "Incredible India Bed and Breakfast/Homestay Establishments" which had been communicated to all the State Governments and Union Territory Administrations. The scheme is applicable for urban as well as rural areas.
(e): The main guidelines of the Swadesh Darshan scheme and Incredible India Bed and Breakfast/Homestay Establishments are at Annexure II.
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